

Message Text

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SUBJECT: AUDIOVISUAL EQUIPMENT & SUPPLIES MULTI-COMPANY BSP
FINAL REPORT

1. AUDIOVISUALS FOR TODAY - MULTICOMPANY BSP
2. USTC MILAN, OCTOBER 22-23, 1975
3. SEVEN EXHIBITORS REPRESENTING 13 U.S. FIRMS
4. SALES DURING SHOW: \$48,000
5. SALES PROJECTED 12 MONTHS FOLLOWING SHOW:
 - OTM - \$1,310,000
 - TOTAL - \$1,310,000
6. VISITORS REGISTERED: 401
7. N/A
8. N/A
9. A) LORENZETTI & FIGLIO REPRESENTING FAIRCHILD INDUSTRIAL

PRODUCTS INTRODUCED FAIRCHILD'S LATEST FILMSTRIP CASSETTE
SOUND PROJECTOR AND FAIRCHILD'S COMPLETE LINE OF FILM AND
FILMSTRIP PROJECTORS. IMMEDIATE SALES AMOUNTED TO \$15000
WITH LORENZETTI PROJECTING APPROXIMATELY \$1,000,000 FOR
THE 12 MONTHS FOLLOWING THE SHOW.

B. BELL & HOWELL ITALIA SPA SHOWED AND DEMONSTRATED ITS COMPLETE
LINE OF INDUSTRIAL A/V EQUIPMENT INCLUDING CLOSED CIRCUIT T.V.,
SOUND PROJECTORS AND PORTABLE CASSETTE PROJECTORS. IMMEDIATE
SALES \$20,00; PROJECTED 2 MONTHS SALES \$30,000.

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C. 3M ITALIA, WITH ITS OVERHEAD PROJECTORS TRANSPARENCY MAKERS AND SOUND ON SLIDE PROJECTOR SYSTEM, REPORTED IMMEDIATE ORDERS TOTALING \$8000 DURING THE SHOW AND ESTIMATED FOLLOW-ON SALES OF \$50,000 FOR THE 12 MONTHS FOLLOWING THE EXHIBITION.

10. THIS TWO DAY SHOW, DESIGNED TO REPLACE A CANCELLED OCTOBER JEEP, EXCEEDED OUR MOST OPTIMISTIC EXPECTATIONS. VISITORS AND EXHIBITORS ALIKE APPLAUDED THE RESULTS OF THE EXHIBITION. WITH AN AVERAGE VISITOR TURN-OUT OF 200 PER DAY, EXHIBITORS VOICED APPRECIATION FOR MTC PROMOTION AND HIGH QUALITY OF SHOW VISITORS, WHICH INCLUDED DECISION MAKERS OF VIRTUALLY ALL MAJOR INDUSTRIAL AND COMMERCIAL COMPANIES (20 PERCENT FROM OUTSIDE MILAN AREA.) SECOND DAY OF SHOW FEATURED PRESENTATION BY NOTED ITALIAN INDUSTRIAL FILM PRODUCER/DIRECTOR TO A PACKED CONFERENCE ROOM. MTC FEATURED SHOW AS OPENING EXHIBITION OF SEASON AND HOSTED LUNCHEON FOR 20 TOP JOURNALISTS ALONG WITH MTC STAFF AND EXHIBITORS. IN SUMMARY THIS FIRST MTC SHOW OF 75/76 SEASON PROVED TO BE BOTH COLORFUL AND SUCCESSFUL AND PROVIDED NEW MTC DIRECTOR WHITMAN WITH EXCELLENT INTRODUCTION TO LOCAL PRESS AND COMMERCIAL FIGURES.GOOLD

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